



# STATE OF WISCONSIN

## DEPARTMENT OF MILITARY AFFAIRS

### DIVISION OF EMERGENCY MANAGEMENT

Brian M. Satula  
Administrator

Scott Walker  
Governor

For more information contact: Tod Pritchard  
Office: 608-242-3324 Cell: 608-219-4008

***For Immediate Release***  
May 1, 2014

## **NOAA Emergency Radios Save Lives**

### **May 7 is NOAA Weather Radio All Hazards Awareness Day**

(MADISON) – Recent tornado outbreaks in the central U.S. remind us that it is time to prepare for possible tornadoes here in Wisconsin.

May 7, 2014 is NOAA Weather Radio All Hazards Awareness Day. The campaign encourages Wisconsin residents to own a NOAA All Hazards Weather Radio, a 24-hour source of weather forecasts, watches, warnings, and non-weather emergency information provided by the National Weather Service and its parent agency, the National Oceanic and Atmospheric Administration (NOAA).

“NOAA All Hazards Weather Radios save lives,” says Brian Satula, Wisconsin Emergency Management Administrator. “The early warning of possible danger gives you and your family time to act and stay safe.” Satula adds this reminder, “Listen, Act and Live! Listen to the weather radio warnings and take action right away. You’ll have a much better chance of surviving disaster.”

Many communities have outdoor warning sirens. Tornado sirens are designed to alert people who may be outdoors. If you are inside a building or sleeping you may not hear the sirens. That’s why NOAA All Hazards Weather Radios are called “smoke detectors for severe weather.” It should be your primary source to alert you and your families about severe weather and other emergencies. A NOAA Weather Radio with an alarm and battery back-up is one of the best ways to protect your family, especially at night when the alarm feature can wake you up during severe weather and give you and your family time to seek appropriate shelter. There are also weather radios available that are portable and can be used while camping, boating and other outdoor activities.

ReadyWisconsin profiles people who survived tornadoes thanks to an emergency weather radio. You can see those profiles at <http://readywisconsin.wi.gov>

The NOAA Weather Radio All Hazards network started in 1972 and is the sole government-operated radio system to provide direct warnings for all hazardous conditions that pose a threat to lives and property. There are 37 stations that broadcast weather and hazards information to the residents of Wisconsin, and over 1,000 stations nationwide.

Weather radios come in many sizes, with a variety of functions and costs. They can be purchased at most electronic stores. Most weather radio receivers are either battery-operated portables or AC-powered desktop models with battery backup. Many receivers have digital technology called Specific Area Message Encoding (SAME) that allows users to program their radios to alarm only for hazardous conditions that affect their county.

For additional information about weather radios including real life stories of Wisconsin residents who survived a tornado thanks to the early warning from a NOAA All Hazards Weather Radio, go to <http://readywisconsin.wi.gov>. You’ll also find a Q & A section with the most asked questions about emergency weather radios.